

PARLIAMENT PARTY ZONE
WINTER PROGRAM

PROGRAM MERCHANDISE/INCENTIVES

II. HUNTER MOUNTAIN, NY

*based on an average club capacity of 1500 people

*based on 4 promotions per week for 5 weeks in this area, or 20 promotions total

*based on a 30% smoker percentage

A. Sampler Materials (1 supervisor & ³ 5 samplers in this area)

	<u>Total</u>
Rugby Shirts	100
Shorts	70
Leggings	70
T-Shirts	10
Jogging Pants	70
Sampling Satchels	30

B. Incentives

	<u>Per Event</u>	<u>Total</u>	
T-Shirts	30	600	
Caps	30	600	
N. Penny Racks	30	600	
old Key Rings/Opener	250	4000	(door giveaways)
Sweatshirts	15	300	
Lighters	450	9000	(survey incentives)

C. Bar Materials

	<u>Per Event</u>	<u>Total</u>	
Ashtrays	70	1400	
Coasters	1000	20000	
Cups	1000	20000	
Napkins	2000	40000	
Menu Holders 2	40	800	
Matches	150	3000	
Message Boards	5	100	
Survey Cards	450	9000	
Samples	450	9000	
Laminates	450	9000	
Table Cloths		10	
Posters	10	200	
Small Posters	10	200	
Neons		6	
Rope Pennants	5	100	
Banners 3X5	4	80	
Banners 5X5	4	80	
Banners 4X10	2	40	
T-Shirts	25	500	(to be given to bar staff)

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Do we
need to do
this

PARLIAMENT PARTY ZONE
WINTER PROGRAM

*This replaces
the old one*

PROGRAM MERCHANDISE/INCENTIVES

I. KILLINGTON, VT AND STOWE, VT

*based on an average club capacity of 400 people

*based on 4 promotions per week for 5 weeks in these 2 areas, or 40 promotions total

*based on a 30% smoker percentage

A. Sampler Materials (1 supervisor & ² samplers in these areas)

	<u>Total</u>
Rugby Shirts	120
Shorts	80
Leggings	80
T-Shirts	120
Jogging Pants	80
Sampling Satchels	40

B. Incentives

	<u>Per Event</u>	<u>Total</u>	
T-Shirts	10	400	
Caps	10	400	
Fanny Packs	10	400	
Key-Rings/Opener	100	4000	(door giveaways)
Sweatshirts	5	200	
Lighters	120	4800	(survey incentives)

C. Bar Materials

	<u>Per Event</u>	<u>Total</u>	
Ashtrays	40	1600	
Coasters	500	20000	
Cups	500	20000	
Napkins	1000	40000	
Menu Holders	20	800	
Matches	45	1800	
Message Boards	3	120	
Survey Cards	120	4800	
Samples	120	4800	
Laminates	120	4800	
Table Cloths		20	
Posters	5	200	
Small Posters	52	200	
Neons		14	
Rope Pennants	3	120	
Banners 3X5	2	80	
Banners 5X5	2	80	
Banners 4X10	1	40	
T-Shirts	10	400	(to be given to bar staff)

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